

MASON ROW UPDATE



Mason Row
Falls Church, VA
November 9, 2015



Market Square & Mason Ave



- Street curb in lieu of bollards along Mason Ave.



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W. Broad & N. West St Intersection



- Further articulation of cornice line along Broad St.
- Removed extended cornice on N. West St.



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Park Avenue



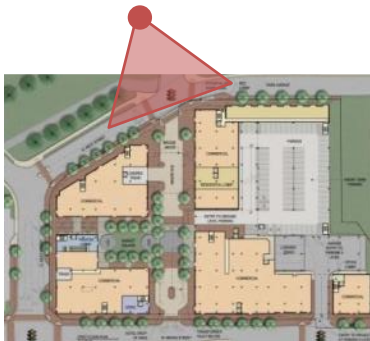
- Added Juliet balconies
- Brought bays to ground and changed material to brick
- Changed window proportions – unified window pattern



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View Along Trail at Park Ave N. West St.



- Reduced parapet tower height
- Removed extended cornices along N. West St.
- Separated revised cornice line



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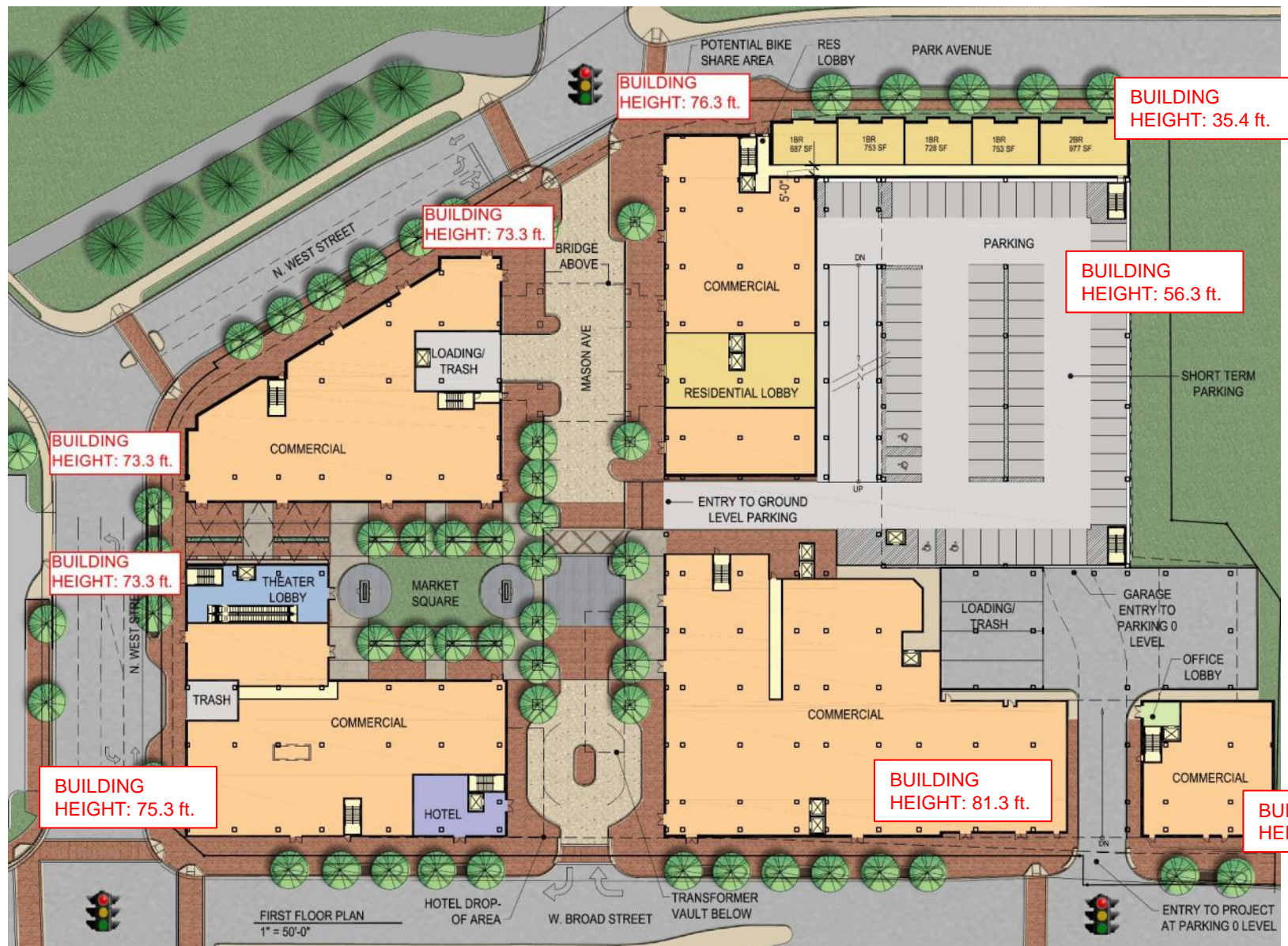
Mason Avenue & West Broad St



- Changed color of canopy
- Removed bollards along Mason Ave.
- Added further color contrast with materials



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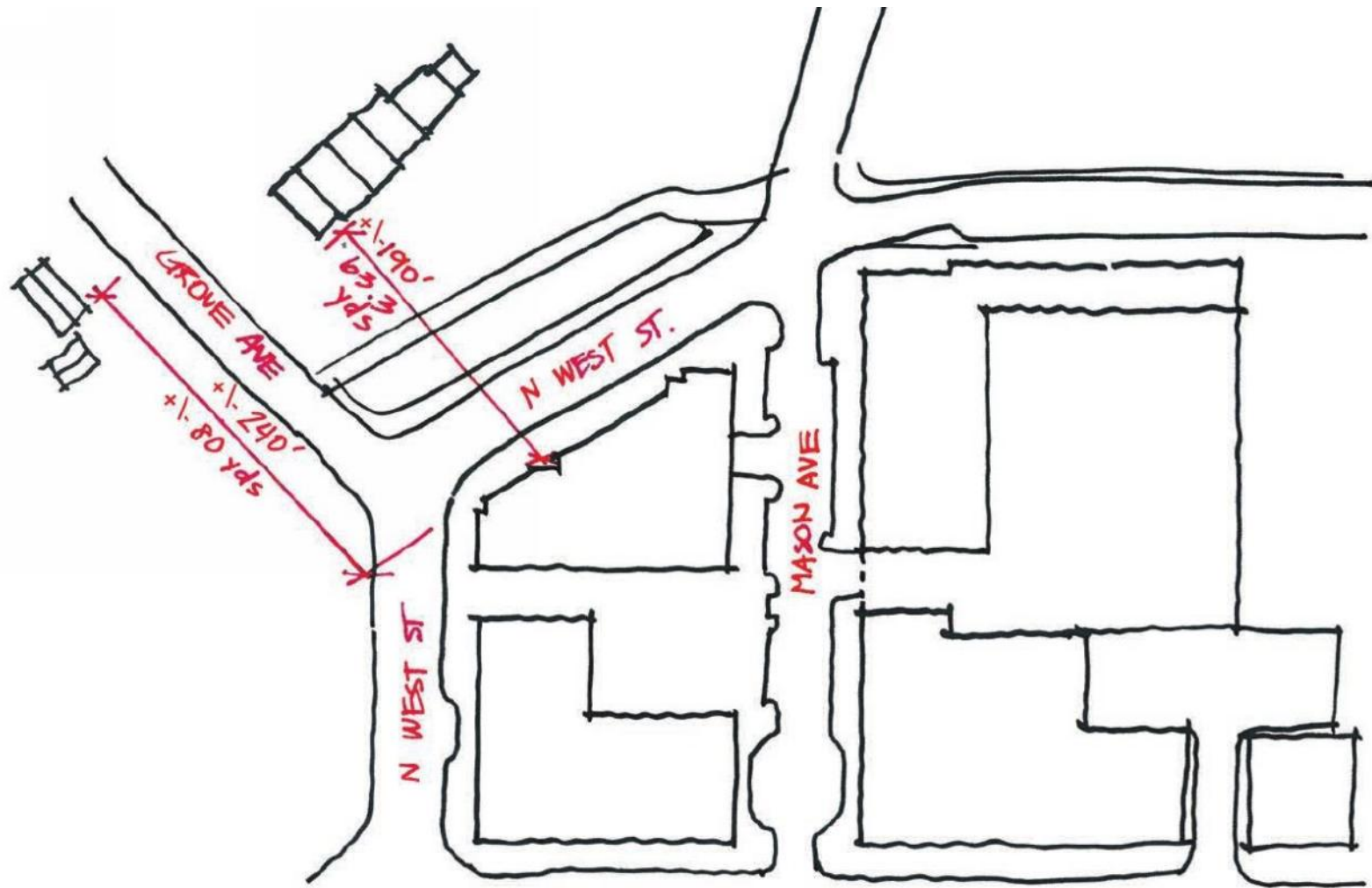


Building Heights on West Street and Park Avenue

BUILDING HEIGHT FROM
AVERAGE GRADE: 78.94 ft.



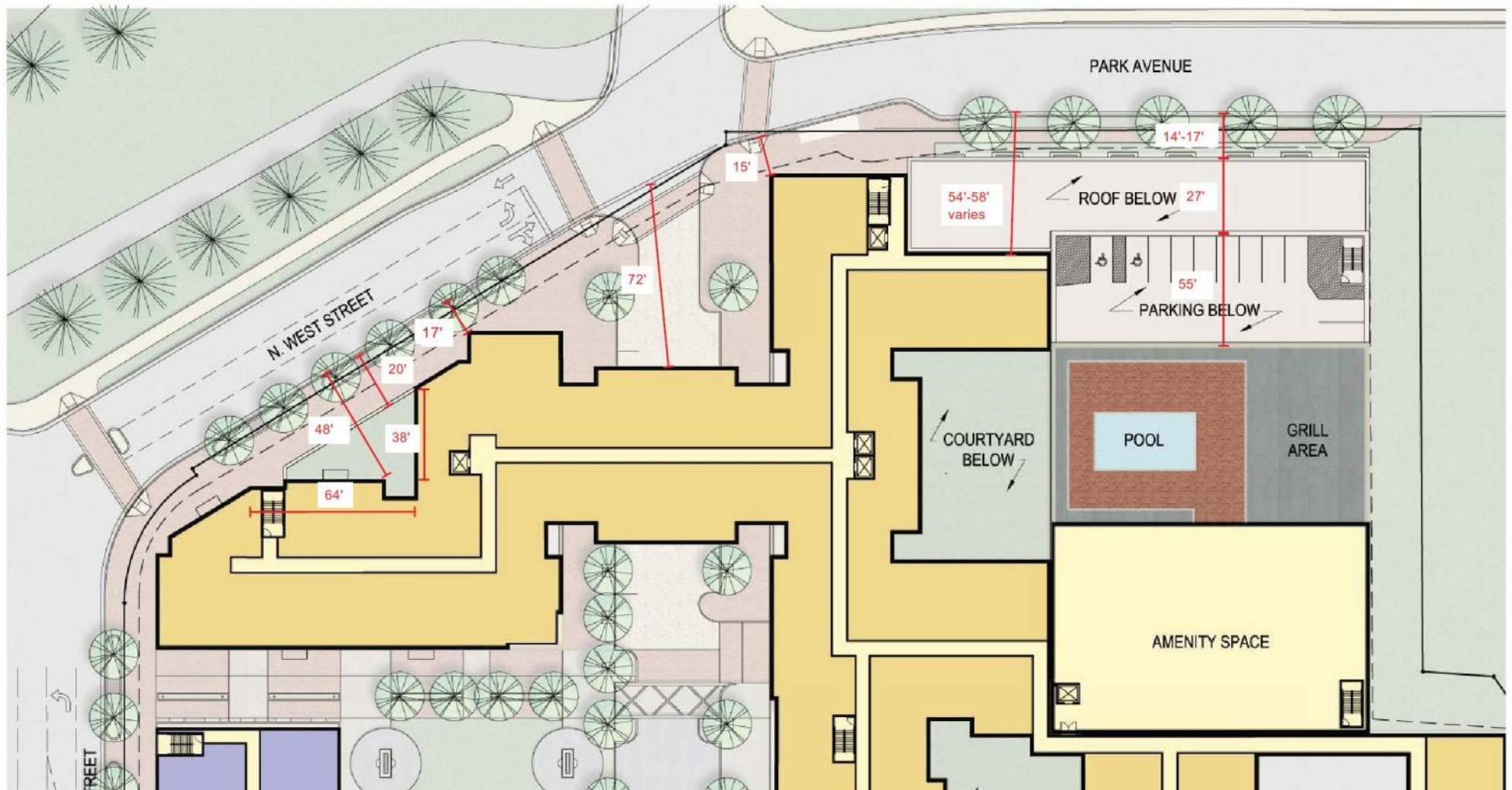
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0 100'
SCALE = 1:100



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Building Setbacks on West Street and Park Avenue

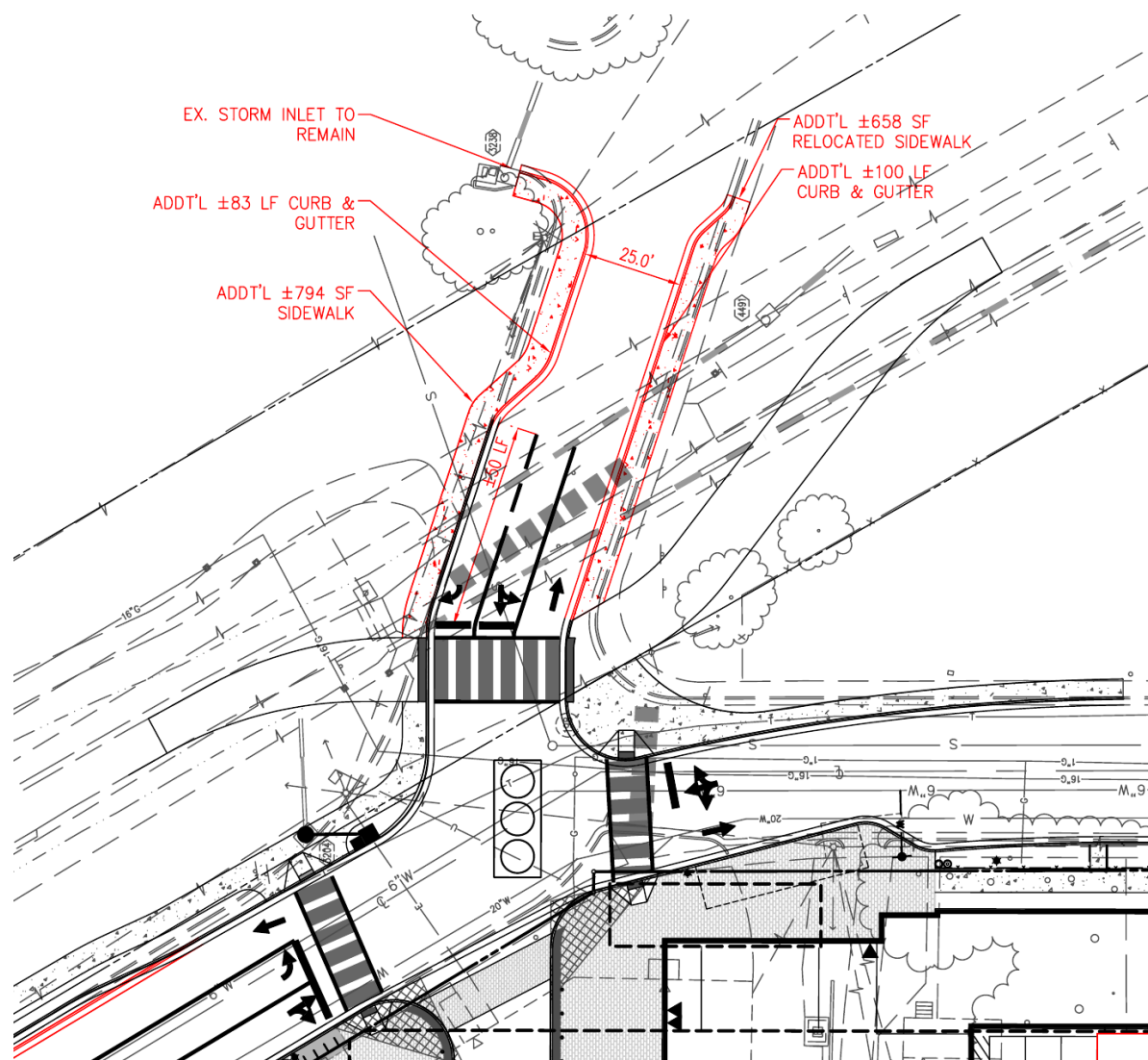
Road Improvements Provided by Mason Row

- Realignment of N. West Street and Park Ave intersection
- New traffic signals at N. West St./Park Ave. and W. Broad St./Eastern Access
- New traffic turn lanes on N. West St. – approaching W. Broad St., Grove Ave. and Park Ave.
- New left turn lane on W. Broad St.
- Realignment of W&OD Trail
- New pedestrian crossings – N. West St. (3), Park Ave. (1), Grove Ave (1) and W. Broad St. (1)
- New sidewalks on north side of N. West St. between Grove Ave. and N. West trail crossings
- Rebuilding curbs and gutters and narrowing N. West, Park, Steeples Ct. and Grove intersection approaches for traffic calming



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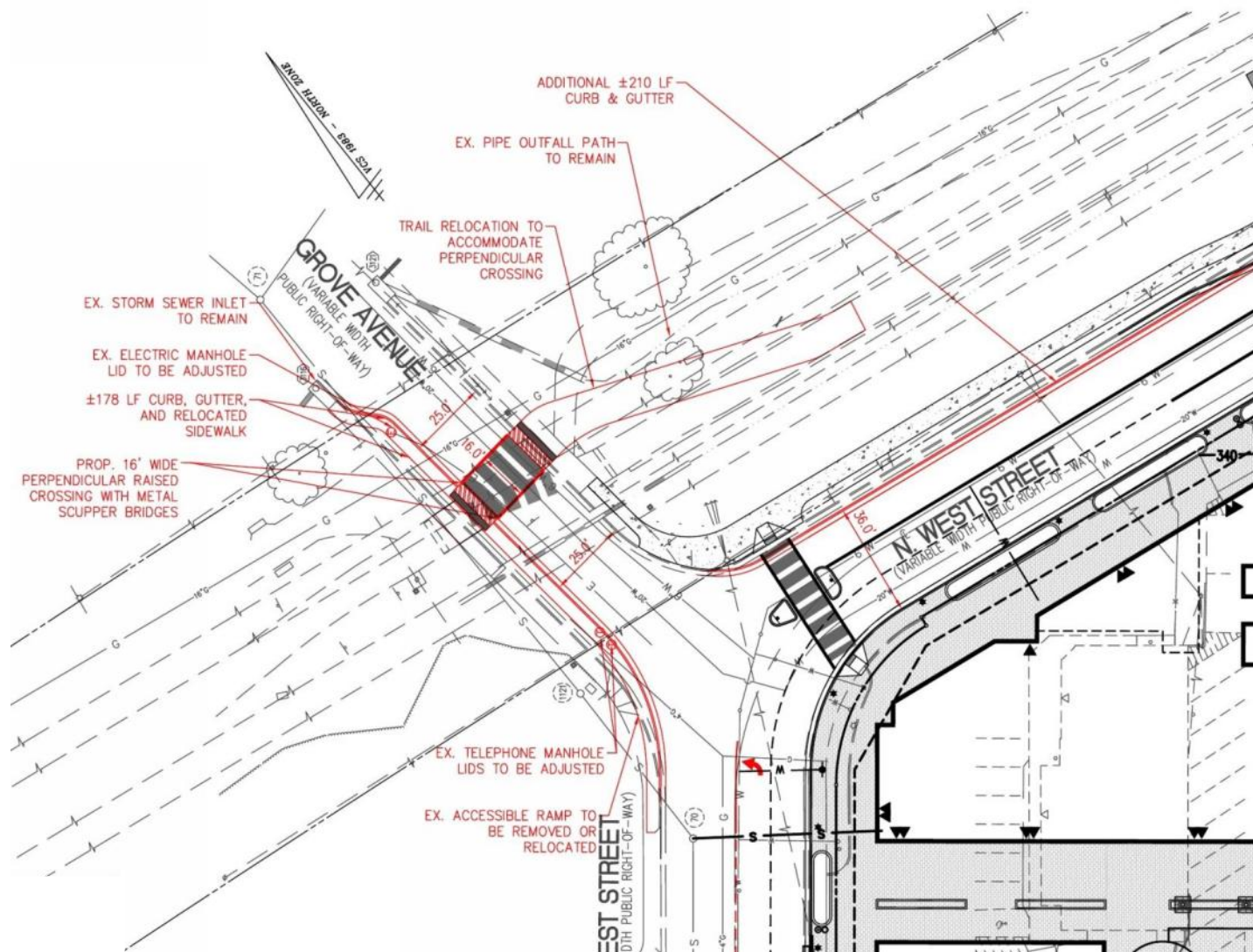


Additional Developer Roadwork on N. West Street/ Steeples Ct.

- Sidewalks extended to Steeples Ct.
- Curb and gutter narrowed for traffic calming



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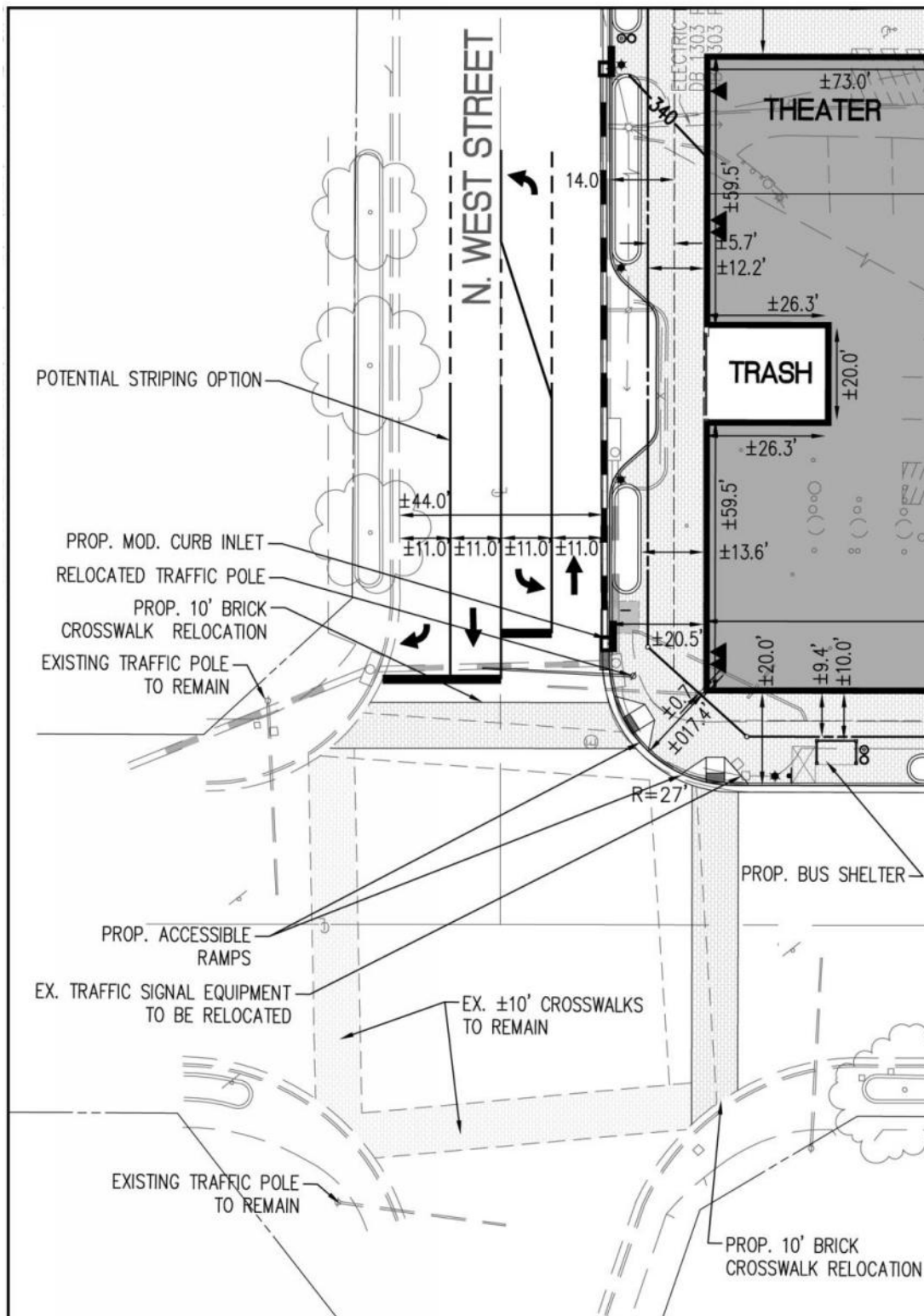


Developer Work on Grove Ave & N. West St

- Raised W&OD Crosswalk on Grove Ave.
- Realignment of trail crosswalk
- New crosswalk with safety islands
- New left turn lane onto Grove Ave.
- Curb and gutter narrowing for traffic calming



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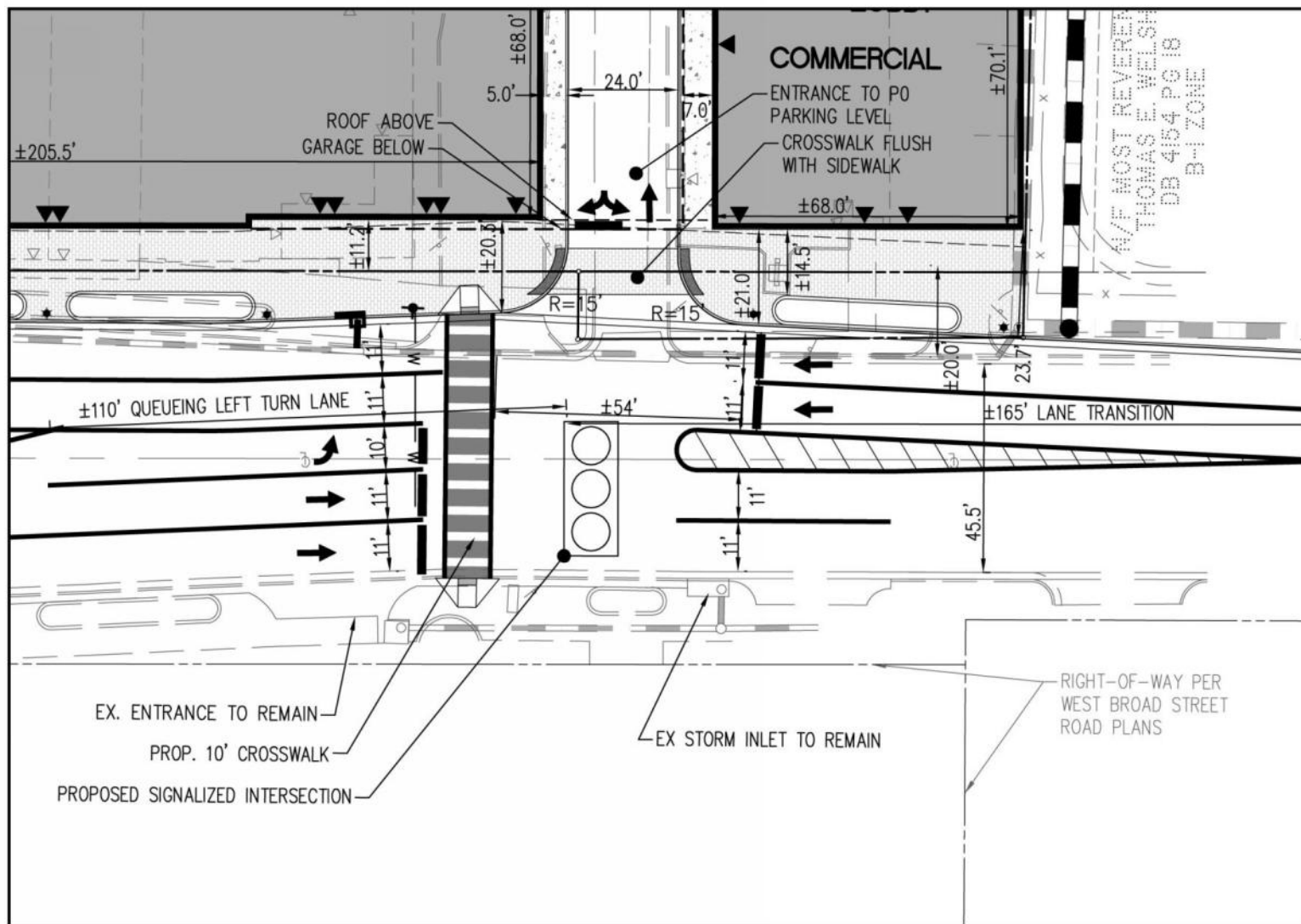


W. Broad & N. West St Improvements by Developer

- Small Off Street Trash Pickup
- New left turn lane onto W. Broad St.
- New left turn lane into Wells Fargo.
- Crosswalk realignment



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W. Broad St. Signalized East Access Provided By Developer

- Added a 110 ft Left Turn Lane
- New traffic signal.
- New pedestrian crosswalk.



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Transportation Impact w/ Total Future Developments and Mason Row:

- Reduced site access from 11 vehicular entrances to 3.
- Intersection of N. West St/W. Broad St – Level of Service D/E. 10% reduction in intersection delays during peak hours. Overall Level of Service Maintained.
- Intersection of N. West St/Park Ave/Mason Ave – Level of Service C/C. Overall Level of Service Improved from D/A to C/C. Less intersection delays during PM peak for westbound traffic.
- Intersection of N. West St/Grove Ave – Level of Service Maintained.
- Intersection of W Broad St/Mason Ave – Level of Service B/B.
- Intersection of W Broad St/East Signalized Access – Level of Service B/B.
- Intersection of W Broad St/Spring St – Level of Service maintained B/A.
- Intersection of Park Ave/Spring St – Level of Service maintained A/A.
- Intersection of N. West St/Lincoln Ave – Level of Service maintained A/C.



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Transportation Demand Management Goals in the VCs:

- Reduce peak hour vehicle trips by 25%
- Achieve minimum of 47% of vehicle trips as car sharing
- On site parking demand reduction of 13%



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Retail Strategic Plan:



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Retail Project Plan:

- Streetsense developed retail strategy and hired to lease all retail spaces
- Retail strategy calls for 23 retail locations approx. 50% restaurants, 35% specialty retail, 15% retail services and urban cinema
- Programmed public space (Market Square) – CATCH
- VC Commitments for Retail
 1. Minimum 50% total retail space access to ventilation shafts for restaurant use
 2. Minimum 20,000 sf for food and beverage retailers
 3. Retail Anchor – Theater
 4. Construct and maintain Market Square per CDP
 5. Limitation on retail services (not to exceed 15% of total ground floor retail area)
 6. List of Prohibited Retail Uses
 7. Retail ceiling heights minimum 16'-0"
 8. Ground floor retail space walls fronting streets have average 70% transparency.



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Retail Industry Reasons Why Mason Row Retail Will Be Successful:

- Location on West Broad and market demographics
- Adjacency and interaction with W&OD trail
- Sufficient land area for critical mass and clustering of retail spaces
- Open air pedestrian oriented market place
- Outdoor café seating
- Movie theater
- Market Square – scheduled events and festivals
- Creative attractive retail storefront designs – facilitating retail identity
- Convenient commercial parking of sufficient quantity
- Well designed landscaping and streetscape

All retail and special events, the W&OD Trail and the City's main downtown street are brought together by Mason Row – creates powerful visual, social and commercial destination for the City of Falls Church



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Voluntary Concessions Update:

- Cash Contributions in aggregate of \$7,511 per non-ADU unit as follows:
 1. Schools – \$1,986,497
 2. Library – \$234,582
 3. CATCH – \$25,000
 4. City Parks - \$149,930
 5. Post Development Traffic Study - \$50,000
- Affordable Dwelling Units on site
 1. 6% of all units
 2. Agreed to provide city policy at 60% AMI.
- Bikeshare, site location provided – \$14,000 per year for maintenance
- Market Square construction and maintenance
- NGBS Silver certification for apartment building & LEED certification or equivalent for hotel building.
- Bicycle parking and storage on site – class 3 visitor bike racks and class 1 bike storage. Consistent with Arlington Co. standards.
- Off-site Improvements (\$1,040,000 investment by developer) (Cost Cap removed) –
 1. Undergrounding of aerial utilities along West Street next to W & OD Trail
 2. Road & Pedestrian Improvements as previously described
 3. New bus shelter on W. Broad St



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Questions & Answers



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